MINUTES

of the

Mental Health Planning Advisory Council's Behavioral Health Promotion Subcommittee

meeting on

February 28, 2013

held at

Division of Mental Health and Developmental Services (MHDS)
4126 Technology Way, Second Floor, MHDS Conference Room
Carson City, Nevada 89706

1. CALL TO ORDER, ROLL CALL, AND INTRODUCTIONS – ALYCE THOMAS

Alyce called the meeting to order at 3:03 p.m. A quorum was determined by the roll call noted below, and Diane completed the sign-in sheet.

MEMBERS PRESENT:

Alyce Thomas, MHPAC & Committee Chair – Consumer (teleconference – Las Vegas
Rene Norris, MHPAC Vice Chair – Family Member (teleconference – Las Vegas)
Judy Bousquet – Consumer (teleconference – Henderson)
Susan Maunder – Consumer (teleconference – Las Vegas)
Dave Caloiaro – MHDS
Mechelle Merrill – DETR

STAFF AND GUESTS:

Tami Jo McKnight – MHDS
Diane Dempsey – MHDS
Char Buehrle – West Hills Hospital
Steve McLaughlin – SAPTA (teleconference)

2. PUBLIC COMMENT

There was no public comment.

3. REVIEW AND VOTE TO APPROVE MINUTES FROM THE MHPAC BEHAVIORAL HEALTH PROMOTION COMMITTEE MEETING ON JANUARY 31, 2013 *"For Possible Action"*

MOTION: Judy motioned to accept the minutes as written. Mechelle seconded. Motion passed unanimously.

4. UPDATE ON INTERVIEWS FOR THE NEWSPAPER INSERTS – TAMI JO MCKNIGHT *"For Possible Action"*

Tami stated she, Martha, and Pam had a conversation

MOTION: Dave motioned to accept the topics as amended. Mechelle seconded. Motion passed unanimously.

5. UPDATE ON INTERVIEWS FOR THE NEWSPAPER INSERTS *"For Possible Action"*

In the absence of Martha and Pam, Tami gave a brief update and confirmed the people who will be interviewed: S. Gaines, S. Collier, Dr. L. White, R. Yee, and J. Bousquet. Judy asked when the inserts would be in the newspaper. Tami advised the inserts would be in the Las Vegas Review Journal on Sunday, May 5, 2013. Judy said she would inform Irene Neguchi at the Nevada Public Radio. Tami discussed the other insert items from last year, like the page called Mental Illness 101 and Myths and Facts. Alyce will send her a Stigma brochure to also include. Tami asked Diane to forward the Resource page to the members for their feedback. Dave asked if he could include something for parity. Discussion followed as to whether parity could be added after the topics had been voted on. The members felt that parity could be touched on in the interview with Dr. White. Judy asked if the persons doing the interview would contact them prior to the interview. Tami said she will contact them when she is advised of the interview dates.

6. UPDATE ON THE "SPRING FLING" EVENT AT SNAMHS IN LAS VEGAS, NEVADA, ON MAY 3, 2013 *"For Possible Action"*

A representative from SNAMHS was not available to give an update. This item is tabled to the next meeting.

7. FOLLOW UP ON EVENTS AND ACTIVITIES PLANNED IN NORTHERN NEVADA, SUCH AS THE NAMI WALK IN MAY *"For Possible Action"*

Dave reported that the NAMI Walk will be on Saturday, May 4. It will be similar to events in the past, which is a picnic and walk in recognition of Mental Health Awareness. Dave was also able to get the Governor's Proclamation called Behavioral Health Month and he will provide that to Diane. Everyone thanked Char and West Hills Hospital for picking up the cost of the lapel pins for this year's event and for their continued support.

8. REVIEW THE RECOMMENDED CHANGES TO THE PUBLIC SERVICE ANNOUNCEMENT "PSA" MESSAGE FOR MENTAL HEALTH MONTH *"For Possible Action"*

Mechelle said the PSA will be recorded the third week of April, go live on statewide radio starting May 1, and run the entire month of May. Mechelle has a list of the stations that play DETR's PSA's statewide and the breakdown of times. She will forward that information to Diane to send to the members. DETR gets over 450 play times a month and are on 42 radio stations statewide, running from 6:00 p.m. to 6:00 a.m. and from 6:00 a.m. to 6:00 p.m. They have had a lot of good feedback from the messages, and Michelle hopes this PSA message serves this Committee well.

9. PUBLIC COMMENT

There was no public comment.

10. SET DATE, TIME, AND OUTLINE TOPICS FOR THE NEXT MEETING "For Possible Action"

The next meeting will be held on April 11, 2013, at 11:00 a.m. Topics will remain the same as updates..

11. ADJOURNMENT

Judy motioned to adjourn at 3:40 p.m. Motion passed unanimously.

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Diane Dempsey
Recording Secretary